



BOARD OF TRUSTEES AGENDA
Tuesday, February 16, 2016 at 4:00 p.m.
Bassett Auditorium at RMAC
100 W. 11th Street

Chair: Peggy Krantz

Members: Jamie Barnes, Rey Berrones, Donovan Fulkerson, Miranda Howe, Lorie Mitteer, Pricilla Ornelas, Nanette Schumacher, Bill Siders, De Angela Velasquez, and Jessica Parham

Staff Coordinator: Laurie Rufe, Interim Museum Director

RMAC-Foundation: Cindy Torrez, Director

- A. Call to Order
- B. Roll Call
- C. Approval of Agenda (action item)
- D. Approval of Minutes (action item)
 - 1. Consider approval of the January 19, 2016 meeting minutes
 - 2. Consider approval of the January 23, 2016 Strategic Retreat minutes
- E. New Business
 - 1. Strategic Plan Review (discussion item)
 - 2. Acquisition (action item)
 - 3. Museum Loan (action item)
- F. Chair's remarks
- G. Membership/Event Report
- H. Director's Report
- I. RMAC-Foundation Report
- J. Old Business
- K. Adjourn

Next Meeting: March 21, 2016

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 15-56.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and posted: 02/11/2016



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MINUTES OF THE BOARD OF TRUSTEES

Tuesday January 19, 2016,

REGULAR MEETING AT 4:00 p.m.

CALL TO ORDER

The regular meeting of the Board of Trustees was called to order by Chairwoman Peggy Krantz at 4:00 p.m.

ROLL CALL

The regular meeting of the Board of Trustees convened with members Peggy Krantz, Jamie Barnes, Rey Berrones, Bill Siders, Nanette Schumacher, DeAngela Velasquez, Lorie Mitteer, Miranda Howe, and Jessica Parham being present. A quorum was established.

Members absent: Donovan Fulkerson, Priscilla Ornelas.

Staff present: Laurie Rufe, Interim Director; Olga McGuire, Membership/Events Coordinator.

Guests present: Cindy Torrez, RMAC Foundation; Cindy Simmons, RISD-Creative Learning Center; Dietta Hitchcock, ABC Foundation.

APPROVAL OF AGENDA

Member Siders, motioned to approve the agenda as presented. Member Schumacher, was the second. A voice vote was unanimous and the motion passed.

APPROVAL OF MINUTES December 21, 2015 Meeting

Member Schumacher motioned to approve the minutes of the December 21, 2015 meeting. Member Velasquez was the second. A voice vote was unanimous and the motion passed.

NEW BUSINESS — Discussion

RMAC EDUCATION PROGRAM REVIEW

Cindy Simmons RISD Creative Learning Center representative and Dietta Hitchcock of ABC, Arts Connect, were guests that shared ideas to partner with the RMAC including the possibility of after school art and science programs. Ms. Simmons and Ms. Hitchcock stated they both feel art is very important to children. Ms. Simmons stated there are 800 sixth graders to be served. She expressed transportation concerns for those interested. Ms. Simmons commended Elaine Howe for her part in getting present classes together at the RMAC. Interim Director Laurie Rufe suggested that RMAC and RISD meet again to share ideas and felt there was a possibility

of creating some after school classes for next fall. Grants to fund transportation are possible. She also wanted the new Curator of Education to be involved in the conversation.

Acquisition — Action Item

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Discussion and Vote on Object(s) to be added to the RMAC Collection:

1. Sara Woodbury, Curator of Collections, presented and discussed paintings by Ted Kuykendall *Untitled*, Ted Kuykendall, *Untitled*, Frank Ettenberg, *#8*, Reg Loving, *Untitled*, and Roy De Forest, *Untitled*,

COMMITTEE VOTE:

1. Member Mitteer motioned to accept donation of 5 pieces, Miranda Howe was the second. A voice vote was unanimous and the motion passed, and signature obtained by all members.
2. Member Mitteer motioned to accept: Roger Sweet, *Axis of Evil*. Member Berrones was the second. A voice vote was unanimous and the motion passed and signature obtained by all members.

Exhibit Loan Request — Discussion Item

Interim Director Rufe stated there was no action item, but discussed a request from the Tate Modern in London to borrow the Georgia O'Keefe painting, *Ram's Skull with Brown Leaves*. This would be a major traveling exhibit of Georgia O'Keefe's work beginning in mid-2016 at the Tate Modern and then traveling to Vienna and Montreal. Director Rufe expressed that this is a unique opportunity for our painting to be viewed by thousands of people globally. The staff did have some concerns and are talking to conservator Dale Kronkright about framing, crating, and shipping issues. Interim Director Rufe advised the board members the painting would be gone for a year and a half.

CHAIR'S REMARKS

Chairwoman Peggy Krantz introduced new Board member Jessica Parham, art teacher at Roswell High School. Ms. Parham gave a brief biography, including her current administrative duties with the Second Saturday program at RMAC. Member Parham stated she is an active member of the Pecos Valley Potters Guild, and is very happy to be a member of the board of Trustees.

Chairwoman Peggy Krantz attended the Foundation meeting, stating the Foundation would like to have Director Cindy Torrez present a report at future Board of Trustees meetings to keep members aware of what and how much the foundation does for RMAC.

MEMBERSHIP AND ATTENDANCE REPORTS: For the Month of December 2015

Olga McGuire, Membership Coordinator, reported that attendance for the month was recorded at 1523 total visitors including classes, planetarium, meetings, and tours.

DIRECTORS REPORT

Interim Director Laure Rufe updated board members on the status of the Curator of Education search. The committee comprised of: Laurie Rufe, Sara Woodbury, Laureta Huit, Cindy Torrez,

Aria Finch, and Jamie Barnes has conducted on-site and Skype interviews. The three top applicants have been asked to complete an exercise that will evaluate their creativity in developing education programs, and their writing abilities. Director Rufe also updated the Board on the Executive Director search which is now posted on the City's website and on the Waters & Company website, with a brochure created as well. Director Rufe reported the Museum's closure due to the recent blizzard, Sunday, December 27 through Thursday, December 31. Leaks were found in the Shipping and Receiving ceiling, on the ground level of the Horgan Gallery, and in the staff kitchen. The floor covering in the kitchen will have to be replaced. Director Rufe reminded members of the Strategic Long-range Plan (2013-2016) meeting scheduled for Saturday, January 23, 2016. Interim Director Rufe advised the Board members that the meeting will be scheduled as a regular board meeting to include staff, Board of Trustees, and Foundation, as well as any interested members of the public

OLD BUSINESS

No Old business

Foundation Report

Ms. Torrez provided the Board members with a detailed handout which included ways that the Foundation supports the Museum: Acquisitions, Conservation and Collections Care, Exhibits, Capital Projects, Community Outreach, Program Development, and Staff Support. Ms. Torrez educated Board members regarding the Foundation's history: founded in 1987 to promote and support the Roswell Museum and Art Center, its education programs, and its operation and maintenance. Since 1987, the Foundation's goal has been to support the Museum by providing financial resources to develop programs that inspire learning and creative exchange. Ms. Torrez is the only employee of the Foundation. She will keep members of the Board updated every month with a Foundation report.

ADJOURN

Member Siders, motioned to adjourn. Member Howe was the second. A voice vote was unanimous and the motion passed. The meeting adjourned at 5:17 p.m.

Respectfully Submitted

Olga McGuire, Membership/Event Coordinator

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**MINUTES OF THE BOARD OF TRUSTEES
Special Strategic Planning Retreat
Saturday, January 23, 2016,**

REGULAR MEETING AT 9:00 a.m.

CALL TO ORDER

The special planning meeting of the Board of Trustees was called to order by Chairwoman Peggy Krantz at 9:00 a.m.

ROLL CALL

The special planning meeting of the Board of Trustees convened with members Peggy Krantz, Jamie Barnes, Rey Berrones, Bill Siders, Nanette Schumacher, DeAngela Velasquez, Lorie Mitteer, Miranda Howe, Jessica Parham, Donovan Fulkerson, and Priscilla Ornelas, being present. A quorum was established.

Staff present: Laurie Rufe, Interim Director; Olga McGuire, Membership/Events Coordinator, Sara Woodbury, Curator of Collections and Exhibits

Guests present: Cindy Torrez, RMAC Foundation, Dietta Hitchcock, RMAC-Foundation member, Larry Connolly, Citizen

NEW BUSINESS

Interim Director Rufe, began the program with a review of the agenda and packet provided to each member. She also introduced tour guides board member/docent Bill Siders, and docent Ann Huff, who led tours of the Goddard and Aston Collections to demonstrate what guided tours entail, and to educate the board members about RMAC collections. The tour began in the Goddard lounge with Member Bill Siders' excellent talk on the history of Robert H. Goddard including Goddard's studies, experiments, accomplishments, and the acquisition of the Goddard collection by RMAC. Guest Docent, Ann Huff took the group through the Aston's thematic exhibits of Family and Community, Spirit, Farming and Ranching, Trade and Exchange, and War and Conquest. Ms. Huff shared her wealth of knowledge and experience as a longtime docent at RMAC.

After returning from the tours, Interim Director Rufe reviewed contents of members' packets:

1. Strategic Plan adopted in 2013 through calendar year 2016.

Interim Director Rufe referred to Jim Collins' book, *Good to Great*, which she has used in the past to formulate the Museum's course, sharing the quote: "good is the enemy of great."

Interim Director discussed with members, what RMAC does best, what it is most passionate about, and what makes it unique, all factors that help to contribute to the Good to Great philosophy and which were used in development of the 2013 plan.

Director Rufe stated, for a breakthrough to occur in any organization it takes:

- a. disciplined people, disciplined thought, and disciplined action;
- b. getting the right people on the bus, getting them in the right seats, and getting the wrong people off the bus so that you can drive it forward, and
- c. every good-to-great company must look at the brutal facts but maintain unwavering faith that they will prevail in moving forward.

2. Director Rufe also included in the packet the results of a joint meeting City Manager Steve Polasek facilitated in February, 2015 among both Boards. Good Things and Growth and Improvement were topics.

3. Included in the packet was a diagram (created by Director Rufe for an earlier strategic plan) of the Working Environments: Internal and External of the RMAC which included stakeholders, partners, and associates.

4. And a Status Report on the 2013-2016 plan.

Interim Director Rufe led members through an interactive discussion of what RMAC is best at, most passionate about, and what is most unique about RMAC. This listing will be provided to the Board at the next meeting.

Director Rufe led a discussion on the status of the plan including the following goals:

Goal 1: Project a Unique, Cohesive, and Positive Image

Goal 2: Offer Exemplary Programs and Exhibitions

Goal 3: Strengthen Collections Management, Interpretation, and Public Access

Goal 4: Ensure That Sufficient Resources are Available for the Future Operation and Maintenance of the RMAC Based on its Vision

Rufe divided members into three groups to address three important objectives in the plan, to solicit ideas how we can move forward. They included:

1. Improve staff and board performance.
2. Make the Museum more visible and accessible to the public through improved wayfinding, and enhanced exterior environment.
3. Strengthen the Goddard Planetarium's public image and program effectiveness.

These are issues Director Rufe considers most pressing and in need of immediate attention for 2016, along with improved marketing for the Museum.

Each group reported with a variety of responses that will be shared in a written report at the next Board meeting.

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CHAIR'S REMARKS

Chair Krantz welcomed everyone to the retreat, stating one of her goals was to educate board members, old and new, to feel confident in being board members. Her intent is to have board members more knowledgeable about the museum, and make RMAC more cohesive and unified prior to the new director coming.

OLD BUSINESS

No Old business

ADJOURN

Member Howe, motioned to adjourn. Member Siders was the second. A voice vote was unanimous and the motion passed. The meeting adjourned at 3:48p.m.

Respectfully Submitted

Olga McGuire, Membership/Event Coordinator

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Strategic Planning Retreat – January 23, 2016

Break Out Discussions

I. Improve Staff and Board Performance

1. Repair relationship with Foundation as a result of RMACF being pushed away by former director. Get Foundation members more involved and excited.
2. Better communication among all entities (staff and both boards).
3. Continue to build positive institutional culture to repair damage. Create a change in attitude. This is happening, but at a slower pace than anticipated.
4. Follow the Collins maxim of disciplined people, disciplined, thought, and disciplined action.
5. To avert going back and losing ground in a number of areas, make sure that the history, practices, activities, etc. of the Museum are known to all. Continue the educational process with staff and boards.
6. Work with the City in a highly professional manner and always link decision-making to mission, vision, and core values.
7. All people need to be vested in the mission, vision, and values – staff, both boards, City of Roswell.
8. Provide educational opportunities – professional development – trainings, field trips, etc. to expand expertise of staff and board members.
9. Make sure all board members understand expectations. Define what a quality board member is. Develop a statement for each new prospective board member that discusses expectations, roles, responsibilities, etc.
10. Board develop deeper relationships with staff and vice versa. Perhaps have a networking/social activity that occurs monthly or bi-monthly (this could be a brief educational program coupled with refreshments). Get to know one another. Get to know people's expertise and areas of interest.
11. Develop a system to acknowledge staff contributions.
12. You are as strong as your weakest link. Make all links strong. Get the right people on the bus, the wrong people off the bus, and the right people in the right seats.

II. Make Museum More Visible Through Way-finding and Aesthetic Improvements

Exterior of the Facility

1. Place EXIT ONLY sign on north door to Planetarium.
2. Place directional signs pointing visitors to south side parking lot for main entrance.
3. Change official address for museum and Civic Center to something like Civic Plaza 1 and 2.
4. Move William Goodman's sculpture to front of the building or at least to a more visible spot.
5. Begin program for public art and place more works outside museum approach and entrance (a sculpture park?).
6. New bridge design input to City to maximize visual appeal.
7. East wall of the museum facing Main Street is a huge blank and needs a colorful and eye-catching logo/art that could be created collaboratively by local artists.
8. East side of museum facing Main Street should have larger banners to advertise what is happening inside the museum visible from Main Street as you drive by.
9. Free-standing armatures could be used to avoid drilling or attaching anything directly to the building.
10. Xeriscape landscaping.

Community

1. Invest in a permanent billboard.
2. Hotel/motel key cards.
3. Hotel rack cards.
4. Join with other museums to advertise and PR.
5. Use vacant shops downtown to display mini-installations in windows.
6. Alternative to airport art, create for airport and other public facilities to artfully advertise and/or display artworks, history and science items/images for public information.
7. Create reciprocal relationships with other museum guilds for tours and travel packages.
8. Chamber of Commerce website, digital displays, website links.

9. “YOU ARE HERE” maps displayed publically around town especially where pedestrians may gather and at parking areas such as Civic Center, RMAC, Main and 2nd Street, John Chisum Statue across from Courthouse and at the Courthouse, major restaurants, and parks.

III. Improve Goddard Planetarium’s Public Image and Program Effectiveness

Planetarium:

1. Incorporate Planetarium activities into the RMAC Class Schedule (evening, weekend, class).
2. Open doors for viewing of Planetarium when not in operation – rope off entry so that people can peer in.
3. Offer star gazing events and telescope classes
4. More programming: guest speakers, experiments, etc.

Goddard Collection/Exhibit:

1. Incorporate into RMAC’s Class Schedule
2. Viewing of Goddard history CD on larger screen; Update and move to a larger area – lounge?
3. More seating for viewing

WHAT WE ARE BEST AT	WHAT WE ARE MOST PASSIONATE ABOUT	WHAT MAKES US MOST UNIQUE
Art, History, and Science	Art, History, and Science	Art, History, and Science
Art Education/Ceramics Program Classes	Art Education/Ceramics Program Classes	Art Education/Ceramics Program Classes
Collection	Collection	Collection
RAiR Partnership	RAiR Partnership	RAiR Partnership
AAM Accredited	Passionate about best practices and high standards	AAM Accredited
WPA Heritage		WPA Heritage
Quality of Education Facilities		Quality of Education Facilities: Clay Facility
Local Partnerships (RISD, NMMI, AMoCA)		Involvement with local school system
Segue into Local History		Sense of Place/Educating People re: SW art, history, culture
Block Party – Community Outreach -- Events that are Partnerships		Community Involvement
Accessible/Approachable/Free		Free
		Goddard
		Planetarium
		Archives
		Legacy of Donors/Philanthropy/RMAC Foundation
Rotating Exhibits/Fresh/Variety of Content/Surprise Among Visitors re: Quality		Historical – Contemporary Focus

Membership Benefits/Affordable		
Nice Gift Shop		
	Willing to Take Risks	
	Passionate About Getting Younger Staff, Director, and General Involvement/Growing Staff	
		Multi-talented Community-based Boards
		Variety of Art Education Personnel
		Jewel of SE New Mexico and Core Cultural Institution in Roswell

YEAR 2016	ATTENDANCE - JANUARY 2016															Days	Membership						
MONTH	DAY	CLAY	GEN	Spc.	Vol.	Class	Rair	Tours	count	Meet	B	F	PLANET	Event	Bassett	pd*	MOVIE	B/PI	Total	Notes/Remarks	Int	Membership	Total
JAN	1	2	0			C	I	O	S	E	D									CLOSED/HOLIDAY	MC	New Mem.ytd	
FEB	2	2	38																40		MC	Renewal amt. JAN	\$1,505.00
MARCH	3	2	6																8		MC	Active Members	685
APRIL	4		0			C	I	O	S	E	D								0	CLOSED	MC		
MAY	5	9	12																21		TD	JANUARY	Total
JUNE	6	5	31																36		TD	Membership due	46
JULY	7	8	37		1														46		TD	Renewals	25
AUG.	8	8	33		1														42		TD	New Members	10
SEPT.	9	9	52				16												77	SECOND SATURDAY	MC	Re-Invite	14
OCT.	10	1	16																17		MC		
NOV.	11		0			C	I	O	S	E	D								0	CLOSED	TD		
DEC.	12	5	23				54			12	V								94		TD	Greeters	Total
	13	3	18																21		MC	Mon -Sun	6
	14	4	20				28								112	no			164	City Council	TD		
	15	6	38		1		111												156	RAIR	MC	Events	Date
	16	10	47				4												61	Fused Glass	MC	None	
	17	4	29												21	yes			54	Joy Writers	MC		
	18		0			C	I	O	S	E	D								0	CLOSED/HOLIDAY	TD		
	19	4	7		1		54			12	V								78		TD		
	20	4	18												78	no			100	City Training	MC		
	21	6	3	47			38								18	no			112	CityTraining(spc)/Film series	TD		
	22	16	21		1										31	no			69	City training	TD		
	23	12	51												19	no			82	RMAC strategic planning	TD		
	24	7	13				4												24		TD		
	25		0			C	I	O	S	E	D								0	CLOSED	TD		
	26	1	28		5		54												88	City Planning and Zoning	MC		
	27	5	20																25		MC		
	28	1	8				38								17	no			64	Film series(Iris)	TD		
	29	13	33					1	79						65				191	Dexter tour/Opening	TD		
	30	11	37																48		TD		
	31	5	12																17		TD		
Total		161	651	47	10	290	111	1	79	24					361		</						

RMAC

ROSWELL MUSEUM AND ART CENTER

Director's Report to the RMAC Board of Trustees
February 16, 2016 Board Meeting
Submitted by: Laurie Rufe, Interim Executive Director

1. Staff

Curator of Education Search:

We have interviewed the top six applicants, and those applicants have been narrowed to the top three.

We expect to have a decision by mid-February.

Executive Director Search:

Waters & Company is currently vetting applicants for a projected application deadline of February 26. We will then begin the evaluation and interview processes.

Planetarium Coordinator Search:

Jeremy Howe has been hired as the new Planetarium Coordinator and began work on February 16. John Hare, who services the planetarium equipment, will be here on March 1-3 to perform maintenance and also train Jeremy and Bill Siders on use of the Spitz star ball.

2. Program/Events Updates

The Winter Classes are underway with Ceramics, Watercolor, Fused Glass, Memoir Writing, and Block Printing being offered. These classes are fee-based and scholarships are available for those who are economically challenged, courtesy of the RMAC Foundation.

Second Saturday programs for grades 3-12 are underway. Nine sessions take place from January through September and are free of charge, also sponsored by the RMAC Foundation.

Recent exhibitions that have opened to the public include *Bridget Mullen: Roswell Artist-in-Residence* (January 15) and *New Mexico Vernacular: Architectural Portraits by Robert Christensen* (January 29).

111 and 65 attended the opening receptions of these exhibitions, respectively.

The Museum's International Film Series began in January with screenings of *Art & Craft*, *Iris*, and *Finding Vivian Maier*. These films are supported by the RMAC Foundation, and the series was put together by Registrar Laureta Huit. *I Live for Art* is a film we will be screening in partnership with AMoCA and their "Piano Perspectives" program. The film is about three renowned musicians, including trumpeter Brian McWhorter who will be in attendance at the screening. The film will be shown on February 18 at 7 pm.

Bob Christensen will be here on February 26 to present a lecture about his photography.

We are hosting an exhibit of seven Shining Star Storyboards in our Education Gallery. These storyboards were created by developmentally challenged people associated with the Roswell office of Developmental Disabilities Support Division of the NM Department of Health. They will be on display from February 22-March 7.

Sara Woodbury and Laurie Rufe toured a VIP group of 1st-5th grade students with Mayor Dennis Kintigh on February 11.

3. Facility Use

This is a snapshot of our facility use requests for February:

- February 6-7: Pecos Valley Potter's Guild Clay Workshop – Ceramics Studio – am
- February 8, Leadership Roswell Alumni Association Candidate Forum – Bassett Auditorium – pm
- February 11, City Council Meeting – Bassett Auditorium – pm
- February 12, City of Roswell Employee Awards – Bassett Auditorium – am
- February 12, City of Roswell Safety Meetings – Active Shooter Workshop – Bassett Auditorium
- February 17, City of Roswell Safety Meeting – Bassett Auditorium – am
- February 18, City of Roswell Safety Meeting – Bassett Auditorium – am
- February 19, City of Roswell Safety Meeting – Bassett Auditorium – am and pm
- Mesa Middle School Tours – Planetarium and Museum – 6th grade, 100 students
- February 21 – Joy Writers – Bassett Auditorium – pm
- February 23-25 – RISD Strategic Planning – Bassett Auditorium – am and pm
- February 24 – RISD Creative Learning Center – Classroom – pm
- February 27 – ABC Arts Program – Classroom – am and pm
- February 29 – Special City Council Meeting – Bassett Auditorium – pm

Roswell Museum and Art Center Foundation
Executive Director's Report
Cindy Torrez

February 16, 2016

Financial Status

Fiscal Year to date (1/31/16)

Total Income	\$129,100
Administrative Expense	\$25,521
Museum Requests	<u>\$12,058</u>
Net Income	\$87,633

Grants

No pending grants at this time.

Fundraising

2015 Annual Appeal Letter

97 donations received totaling \$29,290

2016 Kentucky Derby Fundraising Event, May 7, 2016

First planning meeting February 18, 2016, 4:00 pm at Pecos Flavors

Programming/Projects

Currently working with RMAC staff to develop a phone app for the Aston Exhibition. The app will capture the history of how the Rogers & Mary Ellen Aston Exhibition came to be and highlight 10 to 15 significant items in the collection. We are currently in the beginning stages of developing a budget for Foundation approval and identifying the best technology to use.